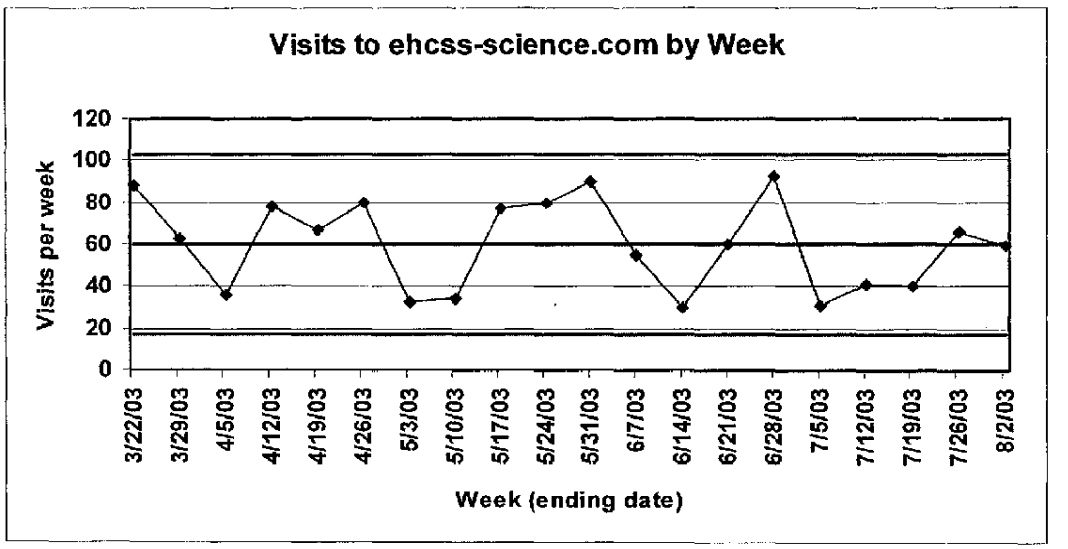
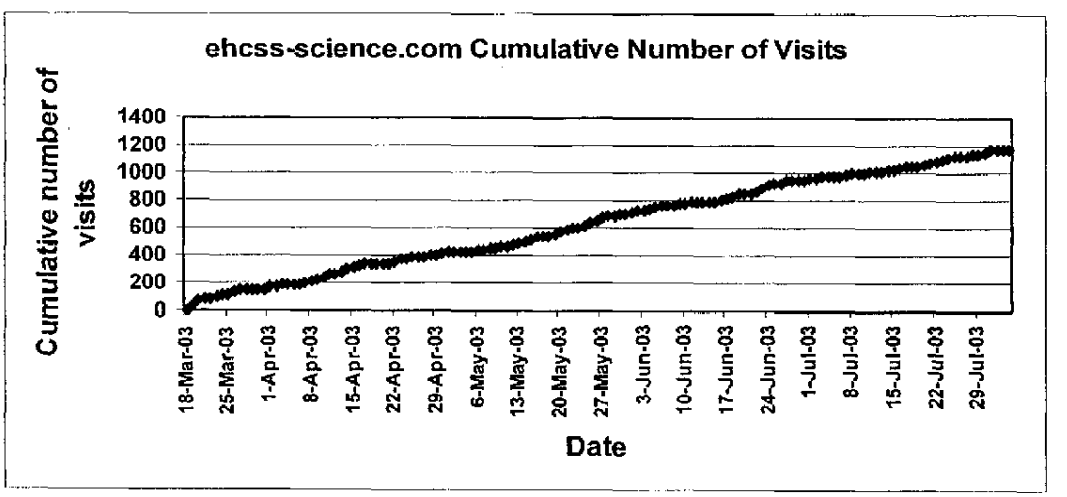
## EHCSS-science.com Site Analysis Summary

This report provides an overview of website activity, on ehcss-science.com, for the period from 18 March to 3 August 2003 (135 days). For more information, please contact Raymond Lau (x42516).

### I. Visits to www.ehcss-science.com website




Website was launched 24 February 2003. Data collection (WebTrends®) started 18 March 2003. Center line is the average visits per week and the outer lines are +/-2 sigma.




Seventy-eight percent of the visitors were from Philip Morris USA or affiliates (1 percent increase from one week ago).



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Source: https://www.industrydocuments.ucsf.edu/docs/mzgk0001

## II. Top ten pages visited

**Cumulative (136 days)**

| Page visited | Visits |
|---|---|
| Home page | 550 |
| Navigation page | 393 |
| EHCSS table of contents | 312 |
| Methods table of contents | 193 |
| EHCSS non-clinical studies | 176 |
| EHCSS clinical studies | 135 |
| Methods toxicology guidelines/approaches | 107 |
| EHCSS background information | 99 |
| Methods smoke chemistry | 93 |
| Patents | 83 |

Cumulative data includes data from July.

**July (31 days)**

| Page visited | Visits |
|---|---|
| Home page | 127 |
| Navigation page | 90 |
| EHCSS table of contents | 65 |
| Methods table of contents | 42 |
| EHCSS non-clinical studies | 28 |
| Methods toxicology guidelines/approaches | 26 |
| EHCSS clinical studies | 24 |
| Methods biomarkers | 21 |
| Methods smoke chemistry | 20 |
| Patents | 19 |

## III. Top ten downloads

**Cumulative (136 days)**

| File downloaded | Downloads |
|---|---|
| Euchenhofer poster SOT, 2003 | 100 |
| Photo - first generation | 99 |
| Photo - second generation | 89 |
| Roethig poster SRNT, 2002 | 63 |
| Rustemeier poster SOT, 2000 | 56 |
| Roemer poster SOT, 1998 | 56 |
| Gerstenberg poster, TSRC, 2000, and SOT, 2001 | 53 |
| Roethig poster ACCP, 2002 | 49 |
| Schematic of E4 | 45 |
| Roethig poster Biomarkers, 2001 | 38 |

Cumulative data includes data from July.

**July (31 days)**

| File downloaded | Downloads |
|---|---|
| Euchenhofer poster SOT, 2003 | 21 |
| Kinser poster SOT, 2002 | 19 |
| Kinser poster SRNT, 2002 | 19 |
| Roethig poster Biomarkers, 2001 | 16 |
| Photo - first generation | 16 |
| Kinser poster ICT, 2001, and Biomarkers, 2001 | 15 |
| Roethig poster SOT, 2002 | 12 |
| Roethig poster SRNT, 2002 | 11 |
| Roemer poster SOT 1998 | 11 |
| Photo - second generation | 11 |



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## IV. Visitors by number of visits

| Number of visits | Unique Visitors |
|---|---|
| 1 | 83 |
| 2 | 14 |
| 3 | 9 |
| 4 | 9 |
| 5 | 3 |
| 6 | 2 |
| 7 | 2 |
| 8 | 1 |
| 11 | 1 |
| 13 | 1 |

| Number of visits | Unique Visitors |
|---|---|
| 15 | 1 |
| 21 | 2 |
| 40 | 1 |
| 50 | 1 |
| 55 | 1 |
| 59 | 1 |
| 71 | 1 |
| 171 | 1 |
| 195 | 1 |
| 245 | 1 |

**Visitor summary**

| | |
|---|---|
| Unique visitors | 136 |
| Visitors who visited once | 83 |
| Visitors who visited more than once | 53 |

## V. Response from website ("Contact us" button)

No activity this period.

## VI. Significant events (web site announced)

Nothing this period.



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